

# Assessment of Master Thesis – Academic Consultant



Study programme: **Economics and Management**

Field of study: **International Business - Central European Business Realities**

Academic year: **2014/2015**

Master Thesis Topic: **Innovative Marketing Trends as a Response to the Changing Consumers**

Author's name: **Kaan Keskin**

Ac. Consultant's Name: **Ing. Petr Král, Ph.D.**

Opponent: **Ing. Marija Zlatić, Ph.D.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	1
2.	Logical structure	1
3.	Using of literature, citations	1
4.	Adequacy of methods used	1
5.	Depth of analysis	2
6.	Self-reliance of author	1
7.	Formal requirements: text, graphs, tables	2
8.	Language and stylistics	1

## Comments and Questions:

The thesis deals with an up- to- date topic of mobile marketing. The goal of the thesis is logical and also quite ambitious. But I can say that the author accomplished the goals set well.

The structure of the thesis is logical- it starts with the theoretical part and continues with the methodology and own research towards the conclusions. The theoretical part of the thesis is well- written using sufficient amount of sources. It provides the relevant background for the empirical research that follows.

The methodology of the empirical research is clear, based on up- to- date literature and methods. The author conducted an online survey with 100 respondents which brought valuable results.

The empirical part provides interesting findings and enables the author to accomplish the goal and answer the research questions. On the other hand, the concluding part of the thesis should be more detailed and should present all findings and summarize the work in detail.

I would also suggest to present newer data in the chapter 3 (for example the table 2 presents data from year 2011, table 4 from the year 2009). The table 3 is, in my opinion, unnecessary as it presents the same data as table 2. Also some tables and figures could have been structured in a different way in order to enable better understanding of the data presented.

In general I can conclude that the work fulfills the VSE requirements on master thesis and that this master thesis brings value to existing research despite its limitations (such as relatively small sample of the research and limited sample in terms of the age group).

For the defense I suggest following questions: 1. Would you expect different results of the study if also older target groups were surveyed? 2. How would the industry or product category influence the effectiveness of mobile marketing?

**Conclusion: The Master Thesis is recommended for the defence.**

Suggested Grade:     **1**

Date: 02. 06. 2015

**Ing. Petr Král, Ph.D.**  
Academic Consultant